

## **Historic, Archive Document**

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THE PARADE OF

FALL  
1947

# Modern Roses

AND PERENNIALS

Hybrid Tea Rose

**Diamond Jubilee**

P. A. F.

1948 All-America Selection

(See Page 7)



© J. & P. CO.

**Jackson & Perkins Co.**

*World's Largest Rose Growers*

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA

**WHY THE EXPERTS SAY:**

# "It is BEST to Plant in the FALL!"

## OUR **Guarantee** IS YOUR PROTECTION

**CUR GUARANTEE**—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

**YOUR RESPONSIBILITY**—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

WINTERING in the ground is Nature's way. That is why leading rosarians, horticultural colleges, and plant research experts agree that **FALL** is an even better time to plant than spring. Get your plants in the ground now and they will grow vigorously next spring at the first sign of warm weather. Have blooms weeks earlier than you would from spring planting.

## Saves Time, Effort . . . Assures Earlier Blooms

J. & P. Roses are shipped *postpaid* at the proper time for fall planting in your climate. You will get more, earlier, and finer blooms next summer by planting this fall. We mail you complete instructions—HOW to plant, WHAT TO DO all year round.

## Everything Sent POSTPAID

Everything in the Catalog is sent prepaid. You pay only the price shown. Please send remittance WITH order; we do NOT ship C. O. D.

## Order Early!

Because of the tremendous demand, we urge you to order early. If we are sold out of the variety you order, we will (unless otherwise instructed) send you another plant of equal color and quality.

Your plants arrive trimmed, carefully packed in damp moss and water-proof paper—all ready to grow. Guaranteed to live and bloom in your garden.

# Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS  
NEWARK, NEW YORK

# Rose Plants Make Ideal Christmas Gifts!

For Each Gift Order of Plants, We  
Send to Your Friends at Christmas This Beautiful  
**FREE ROSE SOUVENIR AT CHRISTMAS TIME**

Just pick out the plants you would like to give—and we will send them to your friends in time for spring planting. And at CHRISTMAS TIME we will send each of them, FREE, this exquisite, handmade Rose (in a lovely "showcase," as shown here). Right WITH it we will send a holiday greeting card—a TOKEN of the real Rose plant they are to get as a gift from you!



## HERE ARE SOME SUGGESTIONS:

X-10—1 Hybrid Tea—Crimson Glory, most popular red Hybrid Tea. (See p. 7)	<b>\$1.50</b>
X-11—1 Hybrid Tea—Diamond Jubilee, All-America Selection for 1948. Large, buff-orange. (See cover)	<b>2.00</b>
X-17—1 Floribunda—Red Pinocchio, deep red. (See p. 19)	<b>1.50</b>
X-18—2 Floribundas—1 Goldilocks yellow. (See p. 21) 1 Pinocchio pink. See p. 18	<b>2.75</b>

## Your Friends Will Cherish This Gift for Years

Imagine the thrill your friends will get—not only at Christmas, when they receive the beautiful free token-Rose with your greetings, BUT ALSO in the spring, when the Rose plants themselves are sent. Year after year, the glorious blooms will be a reminder of your gift!

## Here's All You Have to Do

Make your selection from the favorites listed at the left. Fill out the special Christmas Order Blank enclosed. Mail it *at once*. Orders should be sent before Dec. 10th!

Use Special Order Blank Enclosed  
Additional Blanks Sent on Request

# Hybrid Teas

The Hybrid Tea Roses offered in this catalog have been carefully selected to give you the most colorful, the most reliable and the most profuse-blooming varieties for your garden. They will give you many hours of enjoyment for very little effort.

## Hybrid Tea Rose . . . NEW YORKER

P. A. F.

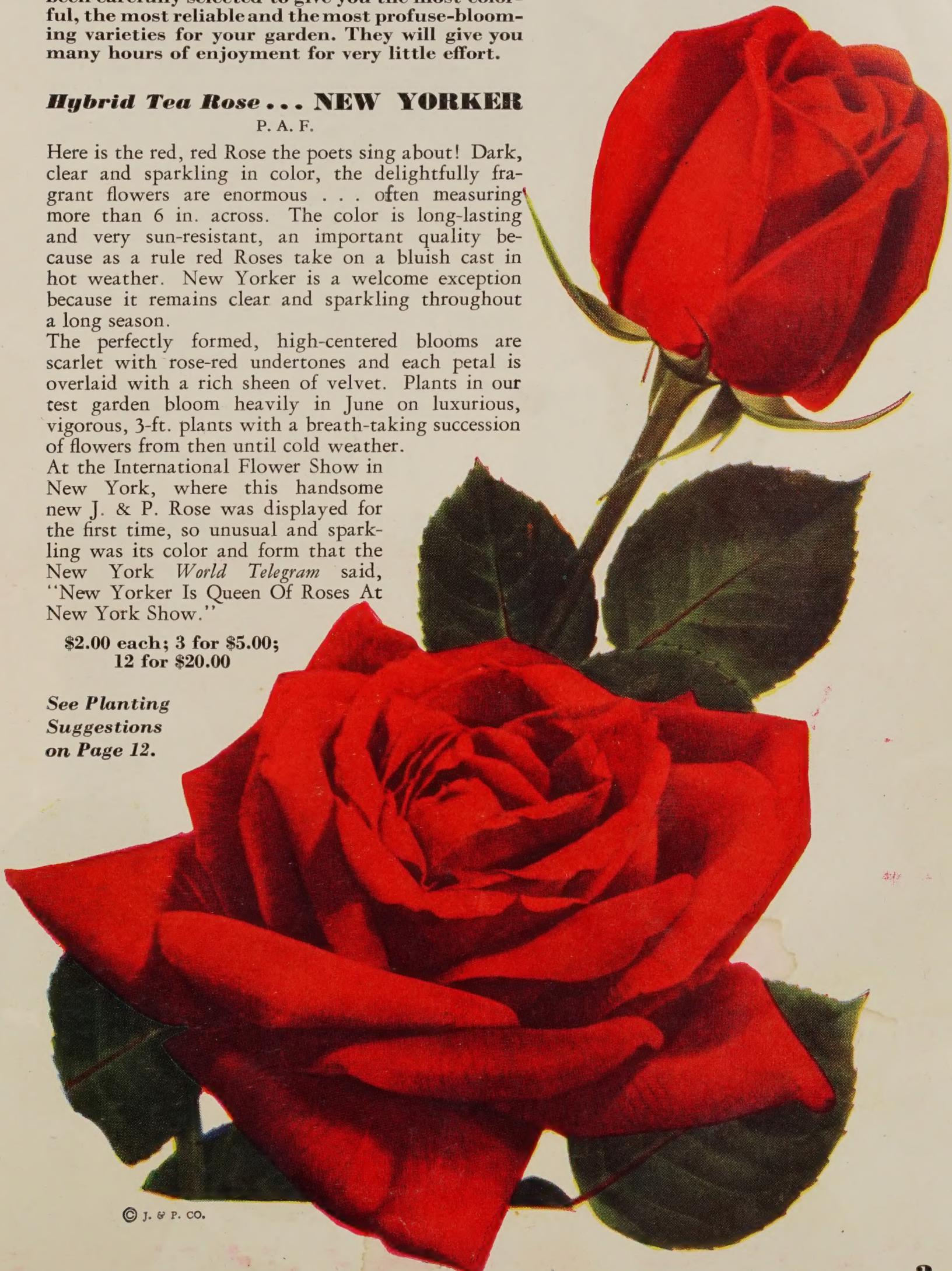
Here is the red, red Rose the poets sing about! Dark, clear and sparkling in color, the delightfully fragrant flowers are enormous . . . often measuring more than 6 in. across. The color is long-lasting and very sun-resistant, an important quality because as a rule red Roses take on a bluish cast in hot weather. New Yorker is a welcome exception because it remains clear and sparkling throughout a long season.

The perfectly formed, high-centered blooms are scarlet with rose-red undertones and each petal is overlaid with a rich sheen of velvet. Plants in our test garden bloom heavily in June on luxurious, vigorous, 3-ft. plants with a breath-taking succession of flowers from then until cold weather.

At the International Flower Show in New York, where this handsome new J. & P. Rose was displayed for the first time, so unusual and sparkling was its color and form that the *New York World Telegram* said, "New Yorker Is Queen Of Roses At New York Show."

\$2.00 each; 3 for \$5.00;  
12 for \$20.00

See Planting  
Suggestions  
on Page 12.



## **Hybrid Tea Rose . . . ENCHANTMENT**

(Plant Patent No. 737)



A sensational new Rose introduced by J. & P.—a delightful, everblooming newcomer to rosedom that will be a high spot in your garden next spring! In early season, it develops a great display of large, stately buds, apricot-tinged outside, deepening to clear yellow at the base. These lovely buds open gracefully with high-centered form, producing huge, long-lasting blooms of an entrancing peach-pink color. They attain 6 in. across at maturity, with as many as 35 petals per flower!

It required years of careful breeding by experts to create this truly distinguished Rose for you . . . so be among the first in your neighborhood to display its enchanting beauty! Let its exquisite fragrance emerge early next spring by planting this fall! The plants are vigorous and upright, growing from 2 to 3 ft. high, with a wealth of dark green, disease-resistant foliage. Shipment will be made to you at planting time this fall—which means you will have generous blooms next June, repeating all summer long.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**

**J A C K S O N & P E R K I N S C O.**

*See Planting  
Suggestions  
on Page 12.*



© J. & P. CO.

## **Hybrid Tea Rose . . . GREY PEARL**

(Plant Patent No 680)

A sensation among Rose lovers and the most important color break of our times. So startling that we have never been able to fill all the orders, and we offer Grey Pearl even now with some misgivings. Our stock seems ample but since Grey Pearl is the only Rose of its kind in existence, we urge you to order yours at once.

A perfect Rose in every respect, bears 40 to 50 lavender-grey petals with delicate shadings of olive and tan. The medium-sized plants produce perfectly formed, high-centered, fully double Roses up to  $4\frac{1}{2}$  in. across. The well-formed bud is a very dark tan-olive color and will amaze you as it opens slowly into a perfect Rose of soft, warm grey.

Undoubtedly the greatest and most interesting novelty you could possibly plant in your garden. Don't just plant Roses . . . order Grey Pearl today and your friends and neighbors will besiege you with questions and praise when they see this Rose in your garden next June.

**\$2.50 each; Limit one to a customer**

*World's Largest Rose Growers*

© J. & P. CO.



**Group #647**

Enchantment (p. 4) New Yorker (p. 3)  
Fantasia (p. 15) Saturnia

**Value \$7.00 \$5.85  
Save \$1.15**



© J. & P. CO.

### **Hybrid Tea Rose . . .**

(Plant Patent Applied For)

Molten gold forged into glorious 6-in. flowers! Largest of all yellow Roses. A large bloom of clear gold which remains undimmed throughout the life of the flowers. Hardy, prolific grower; will reign in eye-filling splendor

### **MANDALAY**

all summer long. Here indeed is a "must" for your garden if you like warm, rich color and perfect form. Mandalay is widely recognized as the largest yellow Hybrid Tea. Plants 3 ft. high; disease-resistant.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

**JACKSON & PERKINS CO.**

### **Group #657**

**Mandalay, yellow  
(below)**

**Eclipse, yellow (p.8)**

**Flambeau, red (p.8)**

**Crimson Glory, red  
(opposite page)**

**Gloaming, pink (p.8)**

**Value \$7.05 \$5.90  
Save \$1.15**

**1948 All-America Rose Selection**  
**Hybrid Tea Rose . . . DIAMOND JUBILEE**

(P. A. F.) (Illustrated on Front Cover)

When you see this handsome new Rose in your garden next June, you will agree with the experts who gave it top score in the All-America Trials for 1948.

The color is warm glowing buff-orange, deeper in cooler weather, with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across, the many stately flowers are fully double and high-centered. Opens slowly. Lasts exceptionally well either on the bush or as a cut flower. Heavy-textured petals do not fade or burn even in warm weather. Warmth of color, perfection of form and rugged vigor combined with the delightful scent are yours in greater measure from Diamond Jubilee than from any other Rose we know of. Constant succession of flowers held erect on long strong stems. Plants 30 in. Named Diamond Jubilee in honor of our 75th anniversary. Created by our own E. S. Boerner, J. & P. Director of Research.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**

**See Planting  
Suggestions  
on Page 12.**

© J. & P. CO.



**Hybrid Tea Rose . . . CRIMSON GLORY**

(Plant Patent No. 105)

One of the most popular Roses in existence . . . and rightly so! In survey after survey Crimson Glory has repeatedly been one of the ten most popular Roses in America. It is so beautiful and at the same time so dependable that it deserves a place in every

Rose garden. Beautifully formed blooms of deep, vivid crimson, held proudly on vigorous bushes. The foliage is healthy and profuse. Its fascinating fragrance alone would make Crimson Glory an instant favorite.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

*World's Largest Rose Growers*



Hector Deane

See  
Planting Suggestions  
on Page 12

Gloaming

Miss  
America

\$1.35 each  
3 of a kind \$3.40

THESE PRICES  
HAVE BEEN  
REDUCED

10%



# Jackson & Perkins'

# MODERN UNIVERSAL FAVORITES

**A Selection of the Most Popular Modern Roses**

**\$1.35 each, 3 of a kind \$3.40**

You see on these pages some of the best, the most popular, the most profuse of our Modern Roses. They will give you more color, more flowers, more pride and satisfaction than any other type of plant you might select. Choose the ones you like best and order them now for planting this fall. Let them winter Nature's way—in the ground—and enjoy better, earlier blooms next spring.

**Hector Deane.** (Pl. Pat. 361.) Unusual vibrant color. Noted for unsparing fragrance. Perfumes whole garden. Rampant grower. Pointed buds. Artistic petal formation. Tall, stately, 30-in. plants. Perfect for bud vases. A McGredy Rose.

**Gloaming.** (Pl. Pat. 137.) An outstanding pink Rose for exhibition blooms. Reflects the golden rays of an autumn sunset. A miracle of Nature. Sturdy. Requires no pampering. Decidedly fragrant. Excellent foliage. Height 30 in.

**Eclipse.** (Pl. Pat. 172.) The "Streamline Rose." Distinctive sleek, tapering buds. Best national all-purpose yellow. Abundant bloomer. Plants are vigorous and branching. Grows well in all localities. Excellent for boutonnieres. 24 to 30 in.

**Miss America.** (Pl. Pat. 264.) A lovely pastel Rose that achieves greater popularity each season. Delicate flesh tints touched with salmon and gold. Very large, 6-in. flowers averaging 65 petals. Long-stemmed exhibition blooms. Grows 30 to 36 in. high.

**Flambeau.** (Pl. Pat. 374.) Vivid, vibrant, glowing scarlet. Petals glisten inside with a velvety sheen. Appealing petal formation. Vigorous, sturdy, 3½-ft. bushes.

**Eternal Youth.** (Pl. Pat. 332.) The clearest of all pinks. Brushed with delicate yellow at petal base. Sweet fragrance. Compact plant about 2 ft. tall.

**Better Times.** (Pl. Pat. No. 23.) The "Indiana Redhead"—prized for length of stem, pointed buds, cut-flower beauty. The florist shop favorite. Enchanting fragrance. Hardy grower. Upright growth 18 to 24 in. Gold Medal at New York, Philadelphia and St. Louis Flower Shows.

## Special Offers

### GROUP \*667

*All Seven Roses on these two pages*

Value \$9.45    **\$7.90**  
Save \$1.55

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### GROUP \*677

#### Colorful Collection

Gloaming	Flambeau
Eclipse	Miss America
Value \$5.40	\$4.50
Save 90 cts.	

Better  
Times



### **Hybrid Tea Rose . . . WHITE BRIARCLIFF**

(Plant Patent No. 108)

One of the daintiest and most delightful of all white Roses—grows gracefully. Produces great quantities of flowers repeatedly throughout the entire season. Exquisite in flower arrangements. With the loveliness of a

charming bride, this gorgeous Rose proudly displays its blooms of pure white. Blooms a week ahead of most. Fully double, ideal for cutting. The dark green foliage accents the whiteness of the bloom.

**\$1.35 each; 3 for \$3.40; 12 for \$13.50**

**JACKSON & PERKINS CO.**

See Planting Suggestions  
on Page 12

## ALL-AMERICA GROUP

One each of the following All-America Rose Selections.

Diamond Jubilee (cover), Rubaiyat (below),  
Peace (p. 13), K. T. Marshall (p. 15), M. M.  
McBride (p. 15), Mme. M. Curie (p. 15).

GROUP #687

Six Roses (value \$10.50), save \$1.75 **\$8.75**



© J. & P. CO.

## Hybrid Tea Rose . . . RUBAIYAT

(Plant Patent Applied For)

RUBAIYAT . . . unchallenged winner of the 1946 All-America Rose Trials. A brilliant red with a profusion of long, graceful buds appearing in early June if planted this fall. As the buds open, releasing their wealth of

old Rose fragrance, a glorious riot of deep, scintillating crimson is revealed. Outside of the petals accented by a delicate, lighter shade. Extra tall, vigorous and disease-resistant.

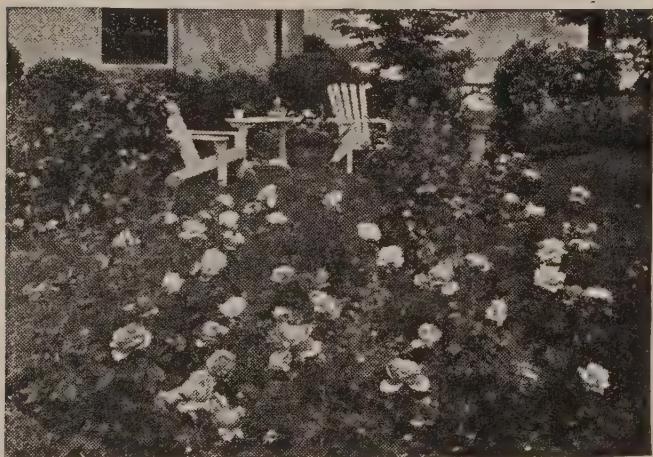
**\$2.00 each; 3 for \$5.00; 12 for \$20.00**

*World's Largest Rose Growers*

# *What J. & P. Roses Will Do for You*

Even in a very small garden, the striking colors of Roses and their unusually long season of bloom give you maximum enjoyment for a minimum of effort. Dollar for dollar, you will get more gardening fun from Roses than you can from any other plant. Every plant we send you has been carefully inspected and arrives safely in your hands with our absolute guarantee that it will live and bloom in your garden. Detailed planting instructions and other valuable information are sent to you free of charge immediately upon receipt of your order.

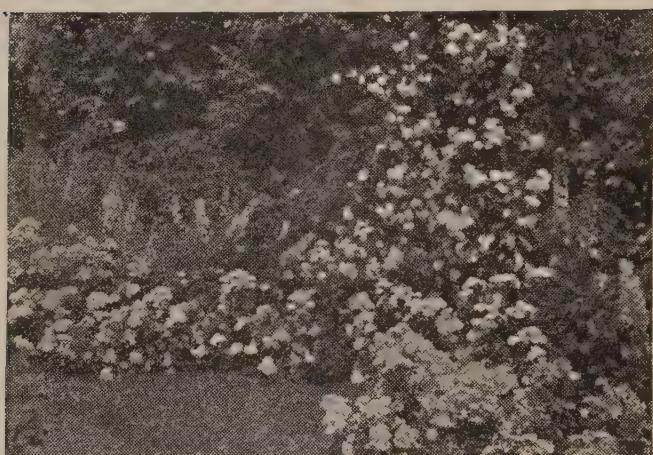
## **HYBRID TEAS**



## **Garden Aristocrats in Form and Color**

Hybrid Teas are especially adapted to planting in solid beds or in groups throughout the garden. You probably admire Roses for their rich coloring and perfection of form and fragrance, but do not realize that they are easy to grow and require very little special attention. Plant them wherever room is available and you will be amazed at the success you will enjoy when their beauty bursts upon your garden next June.

## **FLORIBUNDAS**



## **CLIMBERS**



## **Masses of Color from June to Frost**

Floribundas generally produce flowers in clusters instead of on single stems. Because of this cluster effect, they will literally drench your garden with breath-taking shades of pink, red, yellow and white! Of simple culture, they are rugged and vigorous; will bloom heavily in June and then continue to astonish you with color all through the summer and into the fall as the constantly forming buds open in glorious succession.

## **Dramatic Cascades for Garden Decoration**

Many customers tell us that J. & P. Modern Climbers are the most dramatic and most unusual sights in their gardens. Draped over fences, walls, pergolas or buildings, they put forth a breath-taking display which immediately transforms the most commonplace garden into a virtual fairyland as the flowers appear. Use climbers generously wherever you want to screen out unsightly views.

## **Hybrid Tea Rose...PEACE**

(Plant Patent No. 591)

The ovoid buds are golden yellow, etched with pink. The flowers slowly open to glorious 5-in. blooms, changing to iridescent cream. As the flower matures, it is very double, attractively cupped; petals are large, numbering from 40 to 45. The bloom is

firm-textured and never balls in any weather. The plant is as superior as the bloom—hardy, vigorous, disease-resistant, with shining, holly-like foliage. Best of all, the delicately scented blooms are produced in glorious succession.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**



See  
Planting  
Suggestions  
on Page 12

**See Planting Suggestions  
on Page 12**



© J. & P. CO.

### **Hybrid Tea Rose . . . COUNTESS VANDAL**

(Plant Patent No. 38)

"Queen of Modern Roses"—acclaimed round the world as the most artistic bloom in rosedom! The first color to show between the trim green sepals is a brilliant bronze, lightening toward gold at base. The long slender buds hold their artistic shade for several days as the petals unfold languorously in a lovely panorama of carmine-pink, buff

and gold. The large, high-centered blooms win high honors in the shows—the unique petals quill back most interestingly, with their symmetrical outer points forming a circle. The alluring fragrance further heightens their desirability in the garden and on display in a vase in the home. Erect stems, plants 25 to 30 in. high; disease-resistant.

**\$1.35 each; 3 for \$3.40; 12 for \$13.50**

**JACKSON & PERKINS CO.**

*World's Largest Rose Growers*

# Other Outstanding Varieties for Your Garden

## HYBRID TEAS

**BRANDYWINE.** (Pl. Pat. 530.) A rugged yellow Rose to make your garden glow with warm sunshine. In a delightful shade of buff-yellow, the sleek pointed buds open slowly and finish light yellow. Vigorous and so reliable! 4 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**ERNIE PYLE.** (Pl. Pat. 673.) Remarkable because of its profusion of warm rose-pink flowers of great size and unusually abundant fragrance. Bushy, vigorous in growth, 2 to 2½ ft. tall. Slow opening, long lasting in bloom.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**FANTASIA.** (Pl. Pat. 590.) Outstanding display of sparkling yellow bloom. Sleek golden yellow buds open to high-centered flowers having 30 to 35 satiny petals. Trim, pointed buds are usually borne in clusters, typical of this robust bushy plant. 30 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**KATHERINE T. MARSHALL.** (Pl. Pat. 607.)  A Rose of rare beauty with large, upright blooms of warm, glowing pink. Rather tall, a luxuriant bush 2 to 4 ft. Blooms are generously full, cupped, 5 in. across; resistant to heat, rain, and disease. Deep coral-pink buds are long and pointed—opening slowly.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**MARY MARGARET McBRIDE.** (Pl. Pat. 537.)  Buds are pointed, high-centered, and open gradually into a clear deep coral-pink bloom of perfect form with shimmering gold at the base of petals. Vigorous. 30 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**McGREDY'S SUNSET.** (Pl. Pat. 317.) Tinted delicate orange and rich scarlet, the saffron blooms open in glorious grandeur. 30-in. plants so bountiful in bloom that they liven the entire garden. Fragrant.

\$1.35 each; 3 for \$3.40; 12 for \$13.50

**MME. MARIE CURIE.** (Pl. Pat. 727.)  Unusually generous, clear yellow blooms with sweet fragrance, on vigorous, spreading bushes. Stems long, ideal for cutting. Very prolific all season, with large, 5-in. blooms.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

## FLORIBUNDAS

**BETTY PRIOR.** (Pl. Pat. 340.) Unusually tall and free-flowering; delicate pink color. All summer the perpetually forming buds and flowers, resembling red dogwood, keep color and attract interest. In beds, borders, hedges and groups, Betty Prior gives gorgeous mass color effects. Tallest of all Floribundas, 3½ ft. or more.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

**CHATTER.** (Pl. Pat. 739.) Especially bright crimson flowers; unlike any other Floribunda Rose! 2½ to 3 in. across. Produced in generous clusters, the dainty buds open slowly to handsome crimson flowers on sturdy 18-in. plants. Another J. & P. custom-bred aristocrat, winter-hardy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

**CHEER.** (P. A. F.) This is the bright, deep rose-pink form of World's Fair. The ovoid buds are orange-pink to red, opening to large, ruffled, semi-double blooms on a compact plant. Perfect form; sweet fragrance. Vigorous, prolific bush, 2 ft. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

**PINK BOUNTIFUL.** (Pl. Pat. 601.) Clusters of soft pink—delicate but long-lasting. Fresh mass of season-long color. A dainty relative of the Hybrid Tea, the ovoid buds are tinted deep reddish pink, unfolding into 3-in. flowers with a buff-salmon-pink heart . . . deeper pink at the outer petals. Fresh, nutty fragrance.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

**SUMMER SNOW.** (Pl. Pat. 416.) The most prolific of white Floribundas, with great "drifts" of beautiful large clusters, all as clean as falling snow. Sometimes produces 15 or even more buds to a cluster. Blooms continuously.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

**WORLD'S FAIR.** (Pl. Pat. 362.) Official Rose  of the great New York World's Fair. Clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. Large, double flowers. Continuous display of color from late spring until frost.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

## CLIMBERS

**CLIMBING SUMMER SNOW.** (Pl. Pat. 400.) Everblooming. Fairest of the white climbers, ascends arbors, trellises and pillars like a cloud of swirling white snow. Myriad clusters of pure white, gracefully double flowers. Spotless, glistening, glacier-white double blooms are 2 in. across.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**DOUBLOONS.** (Pl. Pat. 152.) Doubloons are the golden beauties from Nature's treasure chest that live, climb and bloom, bringing great happiness to everyone. Its flowers are large, fairly double, in delightful clusters. Hardy and vigorous.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**NEW DAWN.** (Pl. Pat. 1.) Has the invaluable habit of repeating its perfect Hybrid-Tea-like blooms intermittently all season for a continuous display. The precious pink of apple blossoms and a delicate appealing old Rose fragrance, in profusion on a plant that is easy to grow.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

**PAUL'S SCARLET.** Until the advent of Blaze, this was the most admired red Climbing Rose. Scarlet-red flowers during June.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

Mrs.  
Pierre S.  
du Pont

Kaiserin  
Auguste  
Viktoria

President Macia

Etoile de Hollande

**\$1.00 each; 3 of a kind \$2.50;  
12 of a kind \$10.00**

GROUP #697

All 8 Roses shown on  
these two pages . . . **\$6.70**  
Value \$8.00

GROUP #707

All 5 Roses shown on this page . . . **\$4.20**  
Value \$5.00

GROUP #717

All 3 Roses on opposite page . . . **\$2.50**  
Value \$3.00

Condesa  
de Sastago

# THE EVER-POPULAR DOZEN

\$1.00 each; 3 of a kind \$2.50; 12 of a kind \$10.00

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose-lovers for years, they still merit a place in many fine gardens.

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens. Highest-grade, 2-year, field-grown plants, ideal for a large colorful planting at little cost.

McGredy's  
Yellow



Poinsettia



K. A. Viktoria. Exotic pure white blooms. Very double. Introduced in 1891 but still a favorite. Extremely vigorous.

Mrs. Pierre S. du Pont. Deep golden yellow, slightly lighter with age; semi-double; fragrant. Steady bloomer.

Etoile de Hollande. Bright red; large; loose; semi-double, fragrant. Vigorous.

President Macia. One of the finest pinks. Long buds; 6-in. blooms; flesh, rich pink reverse. Very popular pink.

McGredy's Yellow. Large, bright buttercup-yellow. Exquisite bud and flower.

Condesa de Sastago Two-toned coppery pink inside, golden outside. Old-time bicolor. Unusual, very striking.

Poinsettia. Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting. Strong, popular red color.

Mrs. Sam McGredy. Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous bloomer. Very hardy.

## These 4 Varieties Not Illustrated

Christopher Stone. Velvety scarlet-crimson; Damask fragrance. Very popular, upright. Stands hot weather

Pink Dawn. Deep rose opening to pink. Tinted with orange at base. Fragrant

President Herbert Hoover. Maroon and orange, two-tone. Vigorous, upright; free-blooming. Fragrant.

Soeur Therese. Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Many daffodil-yellow blooms.

JACKSON & PERKINS CO.

*World's Largest Rose Growers*

© J. & P. CO.

Mrs.  
Sam McGredy





© J. & P. CO.

### **Floribunda Rose . . . PINOCCHIO**

(Plant Patent No. 484)

Thousands of our customers know and love the widely acclaimed Pinocchio Rose. Its delicate beauty goes straight to your heart. Great clusters of gracefully pointed buds—rich salmon flushed with gold at the base—open to long-lasting exhibition-formed blooms like miniature Hybrid Teas. As the "sweet-

heart" flowers open, they change to soft lucid pink and shade into deeper pink at the edges. The plants stage a continuous display from early June through the fall, with hundreds of flowers on every bush. The fragrance is fruity and exotic. Hardy, 20 to 24 in. tall.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45**

**JACKSON & PERKINS CO.**

## GROUP #727

Pinocchio, pink (p. 18)  
Red Pinocchio, red (below)  
Goldilocks, yellow (p. 21)  
Rochester, cream (p. 22)  
Summer Snow, white (p. 15)

Value \$6.75 **\$5.45**  
Save \$1.30

See Planting  
Suggestions  
on Page 12



© J. & P. CO.

### **Floribunda Rose... RED PINOCCHIO (P. A. F.)**

New Introduction for 1947

Here is America's most popular Floribunda Rose in sparkling carmine-red. The 3½-in. flowers are borne on large, long-lasting, unfading clusters, with individual blooms scattered between the mass flowerings. Color deepens and takes on a velvety texture as the flowers open fully. The buds are attractive

deep satiny carmine on the outside of the petals and a bright carmine on inside. Has a delightful fragrance reminiscent of the wild Roses of the roadside. Exceptionally free-flowering, it's rich and vigorous . . . a fitting companion for its parent, which you see illustrated on the opposite page.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

*World's Largest Rose Growers*



## *Floribundas* *...Easy-to-Grow*

If you are not already the proud possessor of a few Roses in your garden, plant Floribundas this fall and see for yourself just how easy they are to grow. Of low bushy habit with flowers produced very freely in generous clusters all during the season, Floribunda Roses are just about as fool-proof as any plant you might set out. The rich colors and the easy culture make Floribundas adaptable to many garden uses. They are splendid when planted in groups among annuals or perennials; they may be used in solid beds in a formal garden; they make unusually colorful informal hedges, while others prefer them simply in the foreground of shrub or evergreen plantings where their color shows to advantage throughout the season. Hardy, disease-resistant and fully guaranteed to live and bloom in your garden. Order a few Floribundas this fall and see for yourself how truly lovely they really are.

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### **Floribunda Rose . . . GERANIUM RED (P A F.)**

Imagine a gorgeous Floribunda Rose that has the color, form and even the wonderful spicy fragrance of a geranium! We are particularly proud to introduce this new variety because its unusual qualities mean so much to the connoisseur of Roses. The 4-in. flowers of vivid spectrum-red are much like the old-fashioned geranium in color as well as

form. Very heavily scented with a sweet, heady rose-geranium fragrance. Buds are dark oxblood-red, opening slowly, showing a tumbled pattern of brighter color. Blooms appear both in clusters and also individually on single stems. Clean bright foliage, easy to grow and perfectly hardy.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

**JACKSON & PERKINS CO.**

*See Planting Suggestions on  
Page 12*



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### **Floribunda Rose . . . GOLDILOCKS**

(Plant Patent  
No. 672)

Here is the only true *golden yellow* Floribunda! "Stardust refined to gold." A mass of glorious sunshine may now delight you from early spring all through the summer and fall. The buds are ovoid in shape, resembling miniature Hybrid Teas in form, and a rich golden yellow in color. They open slowly and gracefully. The flowers are cupped in

the early stages and gradually open to  $3\frac{1}{2}$  in. across. They last a long time, as fresh new buds keep replenishing the over-all effect of a golden yellow mass. The firm, thick petals number 45 on most of the buds. The plants have a dense, spreading, well-balanced habit of growth.  $2\frac{1}{2}$  ft. or taller.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15**

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*See Planting Suggestions  
on Page 12*



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### **Floribunda Rose . . . ROCHESTER**

(Plant Patent No. 131)

One of the finest of all Floribundas, created in our own Department of Plant Research. Unfortunately, printer's ink cannot do justice to the very soft light yellow tones of this flower—you will like it even better than the shades shown in the picture. All season long, Rochester will give you enchanting blooms. No other produces more blooms per plant, and a group of Rochester

is a continuous display of flowers, from early June till heavy frost. The bloom is medium-large and double, with the breath-taking sensation of an oriental pearl mounted on gold—perfect in Hybrid Tea form. Rochester is remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit of Floribundas. Grows 2 ft. tall, often higher.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15**

**JACKSON & PERKINS CO.**



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### **Floribunda Rose . . . CARILLON**

(Plant Patent No. 136)

Carillon, created by Dr. Nicolas, is one of the best-loved Roses of all time. Like the symphonic thrill from the group of bells in a cathedral carillon, the fullest enjoyment of Carillon is made possible by planting in groups of 6 to 12 or more, for a magic carpet of lustrous coral-flame resting on glossy green foliage. Carillon is a singing Rose, cheerful

yet restful with its entrancing flame and coral hues. Most generous in bloom; grows best in North. The graceful, semi-double blooms are large and fragrant, and the exquisite buds make handsome table arrangements and boutonnieres. 24 to 30 in. tall, it produces a wealth of "singing" blooms in your garden from spring until frost.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15**

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### **Climbing Rose . . . BLAZE**

(Plant Patent No. 10)

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! This is the brilliant double red climber so popular throughout the country. You'll be thrilled with the generous display

of bloom in June and also with the later flowers as the plant becomes well established and the everblooming characteristic begins to show. Enjoy great clusters of 2 to 3-in. scarlet flowers on your porch, fence, pergola or trellis. Plant this fall for best results.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

JACKSON & PERKINS CO.

## GROUP #737

Crimson Glory (Clbg.) red (below)  
King Midas, yellow (p. 26)  
Dr. J. H. Nicolas, pink (p. 27)

Value \$5.00 **\$4.15**  
Save 85 cts.

### CLIMBING CRIMSON GLORY

(Plant Patent No. 736)

In its Hybrid Tea form, Crimson Glory is accepted as one of the best and most popular Roses in existence. In poll after poll it has been voted the most outstanding Rose in America. You will find a closeup illustration of the flower on page 7 of this catalog.

Now imagine—if you can—this magnificent Rose as a luxuriant climber! The rich crimson color, the fascinating fragrance, the perfectly formed blooms and all the vigor and profusion that make Crimson Glory outstanding have been captured in this amazing climber.

Large, high-centered, crimson Roses on strong stems cover the plant for a long period of time. Enjoy perfect Hybrid Teas in a breath-taking cascade that is both unusual and lovely.

### Order at Once

Order your plants of Climbing Crimson Glory now because the supply is limited and the plant is so completely lovely and yet so rarely offered to the public that the demand will be enormous.

This plant is hardy but should have some winter protection in northern areas where zero temperatures occur. Planting in a sheltered location is another easy way to minimize the danger of winter injury.

Full instructions on winter protection free with each order.

**\$2.00 each; 3 for \$5.00; 12 for \$20.00**

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*World's Largest Rose Growers*





**Climbing Rose . . . KING MIDAS**

(Plant Patent No. 586)

So shimmering, so regal, so glorious are the lovely, large Hybrid-Tea-like blooms of King Midas that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it into living, limpid, yellow gold. Truly, this blessing of cheer-giving yellow that almost completely covers the plant for from three to six weeks will bring a blaze of golden glory to pillar,

porch, pergola, trellis, fence, or brighten a corner of the yard, house or garage. You will treasure the King Midas with its modern, high-centered, tight buds and lovely large Hybrid-Tea-like flowers, in clusters of four to six. Another creation of Dr. Nicolas. Particularly hardy and vigorous, it will establish itself quickly. Long canes, 8 to 10 ft.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

JACKSON & PERKINS CO.



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### **Climbing Rose . . . DR. J. H. NICOLAS**

(Plant Patent No. 457)

For glorious color and constant bloom, select this superb Climbing Rose. The deep rose-pink blooms against the rich dark green foliage are a magnificent sight on post or pillar. This unusual climber produces a wealth of blooms from summer through the fall. The unusually fragrant flowers permeate the air with sweet Rose perfume wherever

it's planted. Each bloom is double, composed of 50 to 60 petals, and measuring 5 to 6 in. across. This everblooming Climbing Rose with Hybrid-Tea-like blooms represents Dr. Nicolas' triumph of hybridizing, which he left for posterity. Vigorous and hardy in all sections of the country. 8 to 10 ft. tall. Resistant to ordinary Rose ills.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00**

*World's Largest Rose Growers*



© J. & P. CO.

### **Perennial . . . PHLOX, CHARLES CURTIS**

Phlox is by far the best perennial for summer bloom in your garden. Glorious masses of color for several weeks next summer will be your reward for planting Phlox this fall. Charles Curtis is a bright, dazzling red. On strong 30-in. stems it will burst forth in a

profusion of glowing scarlet-red which will be one of the features of your summer garden. Plant a few groups this fall and next summer your delight will be boundless as this brilliant flower comes into bloom.

**75c each; 3 for \$2.00; 6 for \$3.75**

### **Other Varieties . . . Not Illustrated**

#### **APPLE BLOSSOM**

Soft *apple-blossom-pink*. Loveliest of the pastel shades. Pyramidal flower-heads.  $2\frac{1}{2}$  to 3 ft. Large florets.

**55c each; 3 for \$1.50;  
6 for \$2.75**

#### **BLUE BOY**

Solid mass of *deep rich blue*. Compact, bushy. Splendid in border of mixed perennials. 2 ft. tall. Use in foreground to face down garden.

**55c each; 3 for \$1.50;  
6 for \$2.75**

#### **SALMON BEAUTY**

Giant *salmon-pink* florets display a large white-tinted eye. Blends with other Phlox hues. 30 in. tall. Very popular.

**55c each; 3 for \$1.50;  
6 for \$2.75**

**JACKSON & PERKINS CO.**

**Hardy, Long Lived . . .**  
**Northern New York State**  
**Delphinium**

©  
J. & P. CO.

**ENCHANTMENT**



Giant flower-spikes 20 to 30 in. long are not unusual for gardeners who plant J. & P. Hybrid Delphinium. No special experience is necessary for results like this because these Hybrids are the finest that good breeding can produce.

Enchantment is a true Delphinium-blue with a striking white "eye" in the center of each individual floret. Note how this accents the blue color, making it appear particularly rich and attractive. Set out groups of 3 to 5 plants this fall, following the simple instructions which will be sent with your order. Next June your garden will be the envy of the neighborhood, and you will understand our enthusiasm for these easy-to-grow beauties.

**75c each; 3 for \$2.00; 6 for \$3.75;**  
**25 for \$13.75**

**Other Varieties . . . Not Illustrated**

**DESIRABLE**

Deep Violet. Truly distinct in its velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry-stemmed, 4½-ft. spikes. The color holds. Really dramatic, both in the garden and in bouquets.

**75c each; 3 for \$2.00; 6 for \$3.75;**  
**25 for \$13.75**

**DEBUTANTE**

White. Clean, sparkling tall spires, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes, adding to their fine accent effect. A cool and refreshing touch in July. 4 ft. tall.

**75c each; 3 for \$2.00; 6 for \$3.75;**  
**25 for \$13.75**

**DIVINE**

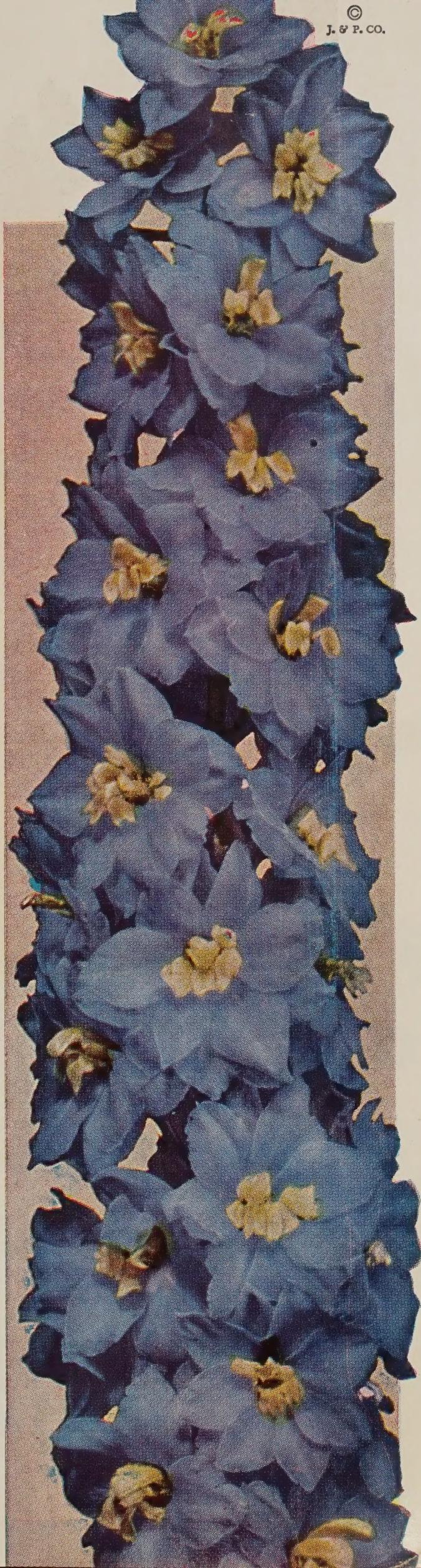
Rose-Mauve. Lovely lavender warmed by faint rose cast; wide-based pyramidal spikes; vigorous growth. A soft art shade that wins its way into any garden. 5 to 5½ ft. of warm loveliness.

**75c each; 3 for \$2.00; 6 for \$3.75;**  
**25 for \$13.75**

**DELIGHTFUL**

Deep Blue. The rare, real all-blue, in the darker shade so hard to get. Particularly effective because it is so good in combination with other colors. Here it is, and it will last! Most popular of all. 5 ft. tall.

**75c each; 3 for \$2.00; 6 for \$3.75;**  
**25 for \$13.75**





**Perennial . . . CHRYSANTHEMUM, RED TROJAN** (P. A. F.)

A very excellent and unusual addition to your garden because it is a prolific red of the dwarf type. During early Oct., Red Trojan starts its magnificent display of 1½ to 2-in., maroon-

red flowers on compact 18 to 24-in. plants. Vigorous, hardy. Especially valuable for the foreground of other Chrysanthemum plantings and as a border in perennial beds.

85c each; 3 for \$2.25; 6 for \$4.25

**Other Varieties . . . Not Illustrated**

**Lavender Lady**

Beautifully shaped, lavender-pink flowers 4 in. across. Sept. till frozen. 24 in. tall. Queen of all garden "Mums."

55c each; 3 for \$1.50; 6 for \$2.75

**Avalanche**

The full-open double white blooms cover the plant from Sept. till frozen. The graceful double blooms are excellent in bouquets. The best large white. 2-ft. plants.

65c each; 3 for \$1.75; 6 for \$3.25

**Eugene A. Wander**

First of the season—a blaze of golden glory, in full flower by Sept. 10. 18 in. tall. Hardy, easy to grow.

65c each; 3 for \$1.75; 6 for \$3.25

**Mrs. Pierre S. du Pont III**

Considered the nation's favorite bronze. Large, perfectly formed, 3 to 4-in. flowers on tall, branching stems. Sturdy, 2½-ft. plants. Blooms in early Oct.

65c each; 3 for \$1.75; 6 for \$3.25

**JACKSON & PERKINS CO.**

# *A New Everblooming Perennial!*



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## **Perennial... VIOLA, PURPLE HEART**

(Plant Patent No. 671)

Year after year this tough perennial will bloom in your garden. Its huge deep violet-blue flowers are as large as 3 inches across

and are held erect on 7 to 8-inch stems. From early spring 'til late frost, a broad, low mass of velvety color.

**Each 75c; 3 for \$2.00; 6 for \$3.75; 12 for \$7.50; 100 for \$50.00**

*World's Largest Rose Growers*



© J. & P. CO.

### **Flowering Shrub . . . LILACS**

Here are the best varieties of French Hybrid Lilacs, selected for their larger florets, richer colors and broader spikes. Every variety shipped to you is faster growing and longer blooming. Plant them this fall and enjoy the

**BLUE.** Single or Double.

**LILAC.** Single or Double.

**PURPLE.** Single or Double.

3-yr. plants, guaranteed, \$2.50 each; any 3 for \$6.25

first bloom in your garden next spring. Carefully grown the longer "own root" way at higher cost. Plants will not sucker. Strong 3-yr. plants with heavy root, worth ten times as much as old-fashioned varieties.

**WHITE.** Single or Double.

**PINK.** Single or Double.

**RED.** Single only.

**Jackson & Perkins Co.**

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